

## ORDER



**Orders**  
**Order / Rev:** 343128  
**Alt Order #:** 06832694  
**Product Desc:** DEAN HELLER  
**Estimate:**  
**Flight Dates:** 09/05/12 - 09/11/12  
**Original Date / Rev:** 07/17/12 / 07/17/12  
**Order Type:** GENERAL

## KTNV - Las Vegas

**Primary AE:** Anjanette Brady  
**Sales Office:** PPH  
**Sales Region:** NAT

**Agency**  
**Name:** Strategic Media Services  
**Buying Contact:**  
**Billing Contact:**  
 3299 K Street NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Heller/R/Senate  
**Demographic:** A35+  
**Product Codes:** PL State Senate  
**Priority:** P-05  
**Revenue Codes:** AGY-TRANS, POL CAND, CAND

**New Business Thru:**  
**Order Separation:** 00:10:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/11/12	79	\$22,425.00	\$19,061.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	79	\$22,425.00	\$19,061.25	0.00
<b>Totals</b>	<b>79</b>	<b>\$22,425.00</b>	<b>\$19,061.25</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Anjanette Brady			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
KTNV - Las Vegas	18%	\$22,425.00
Market	100%	\$124,583.33

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KELV	0%	\$0.00
KFBT	0%	\$0.00
KHDF	0%	\$0.00
KINC	0%	\$0.00
KLAS	25%	\$31,145.83
KLVS	0%	\$0.00
KMCC	0%	\$0.00
KSNV	26%	\$32,391.67
KTUD	1%	\$1,245.83
KVMY	5%	\$6,229.17
KVVU	22%	\$27,408.33
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	3%	\$3,737.50

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KTNV	09/05/12	09/07/12	M-F 5-6am Action News	CM	M-F 5-6a (5:00 AM-5:30 AM)	-- WTF--	:30	3	\$125.00	P-05	0.00	NM	3	\$375.00

**KTNV - Las Vegas**

Order / Rev: 343128  
 Alt Order #: 06832694  
 Flight Dates: 09/05/12 - 09/11/12

Advertiser: Heller/R/Senate  
 Product Desc: DEAN HELLER  
 Estimate:

KTNV - Las Vegas

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 13	KTNV	09/05/12	09/07/12	ABC Soaps 2-3p General Hospital	CM	M-F 2-3p -- WTF--	:30	3	\$250.00	P-05	0.00	NM	3	\$750.00
GENRL HOSPITAL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-- WTF--				3	\$250.00		0.00			
E 14	KTNV	09/10/12	09/11/12	ABC Soaps 2-3p General Hospital	CM	M-F 2-3p MT-----	:30	2	\$250.00	P-05	0.00	NM	2	\$500.00
GENRL HOSPITAL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	MT-----				2	\$250.00		0.00			
E 15	KTNV	09/05/12	09/07/12	3p Millionaire 3p Millionaire	CM	M-F 3P-330P -- WTF--	:30	3	\$200.00	P-05	0.00	NM	3	\$600.00
MILLIONAIRE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-- WTF--				3	\$200.00		0.00			
E 16	KTNV	09/10/12	09/11/12	3p Millionaire 3p Millionaire	CM	M-F 3P-330P MT-----	:30	2	\$200.00	P-05	0.00	NM	2	\$400.00
MILLIONAIRE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	MT-----				2	\$200.00		0.00			
E 17	KTNV	09/05/12	09/07/12	330PM ACTION NEWS 330pm Action News	CM	M-F 330PM-4P -- WTF--	:30	3	\$200.00	P-05	0.00	NM	3	\$600.00
NEWS AT 330P														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-- WTF--				3	\$200.00		0.00			
E 18	KTNV	09/10/12	09/11/12	330PM ACTION NEWS 330pm Action News	CM	M-F 330PM-4P MT-----	:30	2	\$200.00	P-05	0.00	NM	2	\$400.00
NEWS AT 330P														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	MT-----				2	\$200.00		0.00			
E 19	KTNV	09/05/12	09/07/12	Judge Judy 4p-5p Judge Judy 4p-5p	CM	M-F 4P-5P -- WTF-- (4:00 PM-4:30 PM)	:30	3	\$225.00	P-05	0.00	NM	3	\$675.00
JUDGE JUDY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-- WTF--				3	\$225.00		0.00			
E 20	KTNV	09/10/12	09/11/12	Judge Judy 4p-5p Judge Judy 4p-5p	CM	M-F 4P-5P MT----- (4:00 PM-4:30 PM)	:30	2	\$225.00	P-05	0.00	NM	2	\$450.00
JUDGE JUDY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	MT-----				2	\$225.00		0.00			
E 21	KTNV	09/05/12	09/07/12	430p Millionaire 430p Millionaire	CM	M-F 430p Millionair-- WTF--	:30	3	\$225.00	P-05	0.00	NM	3	\$675.00
JUDGE JUDY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-- WTF--				3	\$225.00		0.00			
E 22	KTNV	09/10/12	09/11/12	430p Millionaire 430p Millionaire	CM	M-F 430p MillionaiMT-----	:30	2	\$225.00	P-05	0.00	NM	2	\$450.00
JUDGE JUDY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	MT-----				2	\$225.00		0.00			
E 23	KTNV	09/05/12	09/07/12	M-F 5-5:30p Action News @ 5p	CM	M-F 5-5:30p -- WTF--	:30	3	\$300.00	P-05	0.00	NM	3	\$900.00
NEWS AT 5P														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-- WTF--				3	\$300.00		0.00			
E 24	KTNV	09/10/12	09/11/12	M-F 5-5:30p Action News @ 5p	CM	M-F 5-5:30p MT-----	:30	2	\$300.00	P-05	0.00	NM	2	\$600.00
NEWS AT 5P														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	MT-----				2	\$300.00		0.00			
E 25	KTNV	09/05/12	09/07/12		CM	M-F 6-7p -- WTF--	:30	3	\$325.00	P-05	0.00	NM	3	\$975.00

**KTNV - Las Vegas**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 6-7p Action News		(6:00 PM-6:30 PM)									
NEWS AT 6P															
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/03/12   09/09/12   -- WTF--   3   \$325.00   0.00															
E 26	KTNV	09/10/12	09/11/12	M-F 6-7p Action News	CM	M-F 6-7p (6:00 PM-6:30 PM)	MT-----	:30	2	\$325.00	P-05	0.00	NM	2	\$650.00
NEWS AT 6P															
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/10/12   09/16/12   MT-----   2   \$325.00   0.00															
E 27	KTNV	09/05/12	09/07/12	M-F 6-7p Action News	CM	M-F 6-7p (6:30 PM-7:00 PM)	-- WTF--	:30	3	\$325.00	P-05	0.00	NM	3	\$975.00
NEWS AT 630P															
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/03/12   09/09/12   -- WTF--   3   \$325.00   0.00															
E 28	KTNV	09/10/12	09/11/12	M-F 6-7p Action News	CM	M-F 6-7p (6:30 PM-7:00 PM)	MT-----	:30	2	\$325.00	P-05	0.00	NM	2	\$650.00
NEWS AT 630P															
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/10/12   09/16/12   MT-----   2   \$325.00   0.00															
E 29	KTNV	09/05/12	09/07/12	M-F 7:30-8p Millionaire	CM	M-F 730-8p	-- WTF--	:30	3	\$225.00	P-05	0.00	NM	3	\$675.00
MILLIONAIRE															
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/03/12   09/09/12   -- WTF--   3   \$225.00   0.00															
E 30	KTNV	09/10/12	09/11/12	M-F 7:30-8p Millionaire	CM	M-F 730-8p	MT-----	:30	2	\$225.00	P-05	0.00	NM	2	\$450.00
MILLIONAIRE															
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/10/12   09/16/12   MT-----   2   \$225.00   0.00															
E 31	KTNV	09/05/12	09/07/12	M-F 11-11:35p Action News	CM	M-F 11-11:35p	-- W-F--	:30	2	\$600.00	P-03	0.00	NM	2	\$1,200.00
LATE NEWS															
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/03/12   09/09/12   -- W-F--   2   \$600.00   0.00															
E 32	KTNV	09/10/12	09/10/12	M-F 11-11:35p Action News	CM	M-F 11-11:35p	M-----	:30	1	\$600.00	P-03	0.00	NM	1	\$600.00
LATE NEWS															
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/10/12   09/16/12   M-----   1   \$600.00   0.00															
E 33	KTNV	09/08/12	09/09/12	Sat 7a GMA Sat 7a-8a GMA	CM	Sat 7a-8a GMA	-----SS	:30	2	\$225.00	P-05	0.00	NM	2	\$450.00
KTNV 630A WKND															
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/03/12   09/09/12   -----SS   2   \$225.00   0.00															
E 34	KTNV	09/08/12	09/08/12	College Football Primetime College Football Primetime	CM	4p-830p (5:00 PM-8:30 PM)	-----S-	:30	1	\$1,500.00	P-03	0.00	NM	1	\$1,500.00
ABC COL FTBL															
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/03/12   09/09/12   -----S-   1   \$1,500.00   0.00															
E 35	KTNV	09/08/12	09/08/12	Sat 6-6:30p Action News	CM	Sat-6-6:30p	-----S-	:30	1	\$250.00	P-05	0.00	NM	1	\$250.00
NEWS AT 6P															
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/03/12   09/09/12   -----S-   1   \$250.00   0.00															
E 36	KTNV	09/09/12	09/09/12	Sun 6-7p Action News	CM	Sun 6-7p (6:00 PM-6:30 PM)	-----S	:30	1	\$300.00	P-05	0.00	NM	1	\$300.00
KTNV SUN EN															
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/03/12   09/09/12   -----S   1   \$300.00   0.00															
Totals													79	\$22,425.00	